

The HUB

The Official Newsletter of American Fork City

American Fork

USHERS IN A NEW VISUAL IDENTITY



Our Process

American Fork City recently completed a comprehensive process for developing a new logo and visual identity that accurately captures the community. Under the careful oversight of Mayor Frost and the City Council, the branding process included a thorough review of the city's history, input from residents, and consultation with local branding experts. The new brand will help the city be more consistent and effective in communicating American Fork's unique value to citizens and businesses across the state of Utah.

Our Brand

A fork in the road represents a place of options and offers a sense of excitement, adventure, convenience, and freedom. Our proximity to the lake, mountains, numerous metropolitan areas, and key east-west and north-south corridors in Utah County, make the "hub" a great symbol for American Fork. The city's new brand speaks to the centrality of American Fork, which serves as a hub of Utah County.

The new city logo is comprised of key visuals that celebrate the unique features of the city, its history, and its location. The lines radiating from the center of the logo represent wagon wheel spokes. This feature pays tribute to American Fork's pioneer legacy, while also emphasizing the city's central location as a hub

of Utah County. The lines also double as light rays emanating from a central sun. The mountains rising from the base of the circle represent the peaks of the Wasatch Mountain Range, as well as American Fork Canyon and other natural features of the surrounding environment.

Visit us at our new web address!
www.americanfork.gov

American Fork is one of only a few cities in the United States to carry the name of the nation. The brand's primary colors were inspired by the American flag and were carefully selected to reflect the city's deep-rooted sense of patriotism and pride. Several accent colors were added to the brand palette to allow for visual differentiation and interest. Other elements, including official fonts and additional graphic elements, help round out the brand while giving the city everything it needs to communicate in a more effective, professional, and memorable manner.

We are proud of our heritage and our future. We feel our new brand successfully captures both. You can view the brand style guide by visiting americanfork.gov/brand

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OFFICE NUMBERS

Administration	801-763-3000
Public Works	801-763-3060
Library	801-763-3070
Fitness Center	801-763-3080
Senior Center	801-763-3090

Non-Emergency

Police	801-763-3020
Fire & Rescue	801-763-3045

On-Call/After-Hour

Water/Pressurized ...	801-404-1253
Sewer/Storm Drain ..	801-404-7167
Streets	801-404-1255
Garbage	801-924-8500
Street Lights	800-814-4311



AMERICAN FORK
www.americanfork.gov



From the Mayor's Desk

The wearing of a mask can be a divisive issue depending on who you are. For some it represents a form of "doing our part" while to others it can mean a "taking of our liberty." As you make your own decision regarding masks I thought I would share why I choose to wear my mask:



It keeps our businesses open. Our businesses have been dramatically impacted over the last few months. Currently, they do everything they can to keep people safe so they can stay open and provide quality service to our community. With cases on the rise I worry about us slipping back into a lock down status. And I don't want that for anyone, including our businesses.

It supports our health and medical workers. I feel like I'm supporting our health care and medical heroes in our community who are required to wear a mask for the same reasons we are encouraged to do so; to help reduce contracting or spreading sickness. Masks can be uncomfortable, hard to breathe in, and can fog up your glasses. But in spite of this our health workers wear them all day. I can wear it for 20 minutes while I go to the store.

The majority of research supports masks. Yes, we can find articles or professionals who say we don't need to wear masks. But the vast majority of health professionals recommend wearing masks to help reduce the spread of the virus. When compared to things like home isolation or a complete lock down, a mask seems like a minor inconvenience.

It's a symbol of loving my neighbor. With the immunocompromised, seniors, and other at risk groups around us, I feel wearing a mask shows I care about them. Doing something you may not want to do because you know it's important to someone else is the hallmark of service and love. I love my community and want to serve the best I can. Wearing a mask is an easy way to show I care about others.

I plead that we all be kind, smart, and safe when we leave our homes and interact. Wearing a mask is a simple way to do this. That's why I wear a mask.

#MaskUpUtah

TALK SHOP WITH A COP

For this month's newsletter, I wanted to take the time to express our appreciation to everyone in the American Fork and Cedar Hills communities who have taken the time to contact the police department and make a positive comment and engage in a productive conversation. We are exceptionally grateful that so many citizens have taken time out of their busy schedules to contact us.

We have been contacted by phone, e-mail, and in-person and have had the opportunity to meet many great people. There have been people who have decorated our doorway with positive messages, a couple who stood out on the street waving flags, and people who have approached officers out on the street to say thank you. Many have shared stories of how an officer has helped them through some of life's trying moments. We have received calls at the department from many people, some in tears, who just wanted to take the time to thank the officers. One group of kids held a fundraiser in

the community on their own to raise money to deliver a thank you gift to the department.

While the department has been the recipient of your kindness, who also want you to know that we are here to help and serve you. You can call if you need assistance. The nature of law enforcement is that sometimes we are put into the role of enforcing society's rules, which no one really likes. However, we always try and do it with empathy and caring.

We truly live in a great community and we do not take your support lightly. We hope to continue to build upon the relationships that we have developed and to work to help ensure a high quality of life for everyone in our communities.

You are encouraged to contact the police department if you have any questions; e-mails may be sent to polictalkshop@afcity.net. Depending on the number and type of questions received, your question may be answered via the city newsletter, e-mail, or phone call.

LET'S BE PEN PALS

Just because we're social distancing doesn't mean we need to practice emotional distancing, too. In fact, it's more important than ever for those who need to quarantine as much as possible to still feel the love. That's why local residents are teaming up with the Senior Center to launch a new program called the "Pen Pal Movement". This new initiative seeks to bring people together, learn from one another, share memories, and make new friends, through the nearly forgotten medium of letter writing by hand.

If you'd like to participate in the "Pen Pal Movement", please fill out the below information and send it to American Fork City, or email your information directly to:
andrusmegan7@gmail.com

Name: _____

Mailing Address: _____

Phone # * _____

**Information will only be used to coordinate Pen Pal setup if address or email doesn't work.*

Curbside Trash Can Best Practices

All grass clippings should be bagged. Loose clippings don't stay loose for long and end up being packed in the can which can be difficult to dump. Sometimes, depending on how long the grass has been in the can and the moisture content involved, it can stick like concrete in the bottom of a can. Bag all clippings and leaves. Also, it stinks if it's not bagged!



Cardboard should be broken down and placed in the can vertically. Cardboard will stick to the inside of the can by shear pressure when it's pushed down. Vertical cardboard comes out of the can more easily when dumped and is much less likely to slide out onto the street when being dumped. Truck manufacturers have changed the mechanism on the trucks so that the drivers can't slam the cans up and down (when they're upside down) to make sure everything is out like they used to. It was too hard on the arms of the truck, too loud, and it was hard on the cans.

Please **NO NOT** put dirt, sod, or rocks into the cans.

Celebrating 75 Years of Stars, Stripes and Steel

LOOKING BACK ON THE HISTORY OF STEEL DAYS



TIMBER DAY

Timber Day was an all-day picnic with music, entertainment, and games. It began around 1865 and was held in a grove of trees known as "The Timbers." Families brought food prepared especially for the occasion, laid it out, and shared it with others. There were activities for young and old, with a horseshoe competition, foot races, and ball games. Timber Day was observed until approximately 1904.

LIBERTY DAY

Liberty Day had no set date but alternated between July 4 and July 24 to mark the nation's birth date along with the residents' pioneer heritage. There was usually a theme chosen for each year's celebration. In 1925, it honored the various states of the United States. There was a baseball game, dance, and fireworks. The tradition of shooting off a cannon from the cemetery hill early in the morning marked the start of the day's events.

POULTRY DAY

In July 1927, Poultry Day began with a modest celebration. It was expanded in 1928 with a town banquet a parade, ball game, races, carnival, and a program and dance. Mary Pulley was the first Poultry Day Queen.

STEEL DAYS

Since 1945, Steel Days has been American Fork's traditional celebration. Then-mayor O. De Vere Wootton decided Poultry Day no longer reflected the city's economy. The newly constructed Columbia Steel Mill brought many newcomers, who made an impact on housing, utilities, traffic, and commerce. The mill became the largest employer in Utah Valley. Two individuals suggested "Steel Day" after a request for



ideas for a name for the celebration. Steel Day was selected and was celebrated on Labor Day.

In 1946, Steel Day was a full day of events, similar to Poultry Day. The American Fork Chamber of Commerce was also established that year and was involved in the planning of the Steel Day events. The parade featured numerous floats decorated for and by local businesses. Bands came from Tooele, Salt Lake City, Nephi, Payson, Lehi, Pleasant Grove, and Provo. The parade was presented twice for many years - at 10:00 a.m. from 500 West Main Street to 500 East, and then at 6:00 p.m. when the route was reversed.

The duration of Steel Days expanded from one day to three days, then four and five days, and eventually to ten days. Currently, Steel Days runs for eight days and includes over 30 events. This year, because the 4th of July falls on a Saturday, we have condensed the events into 6 days.

Vehicles were also an important part of Steel Days history. In 1961, the Jaycees (Junior

Chamber of Commerce) held a drawing for a Ford Falcon. However, it did not prove to be enough of a draw and there was a \$1,500 deficit after the ticket sales were tallied. The next year, the car was a sporty Thunderbird and ticket sales increased dramatically. The evening program featured a singing group from Ogden, "The Osmond Brothers," complete with Donny, who even then stole the show.

In 1963, the city used a smaller approach, calling it "Community Day." It included a pet and hobby show and a short evening program with fireworks. Despite its success, there was no celebration in 1964 or 1965. Civic clubs apparently did not want to take over managing the celebration. There were, however, abbreviated queen pageants held.

In 1966, a new committee was formed, and it was again a larger celebration that was now held in July. They also resumed using the Steel Days name. In the late 1960s, the American Fork Boat Harbor was developed and boat racing was added to the list of events. In 1968, the Big "City of Fun" Special Bargain Carnival made its Steel Days debut.

IMPORTANT NOTICES:

Green Waste Closing

Timpanogos Special Service District will stop taking most all green waste and stop providing compost later this year. While there isn't a specific date when they plan to stop, they are estimating sometime in August. Please contact TSSD at 801-756-5231 or check their website at www.timpsd.org with any questions or to monitor when they decide on a close date.

Fitness Center

We are encouraging all residents to visit our website on a regular basis to get the latest information on our current programming, including fall soccer, adult mens & coed softball, swim lessons, gymnastics, itty bitty ball, tennis lessons and flag football. Please visit americanfork.gov/recreation for more information.



SCHEDULE OF EVENTS

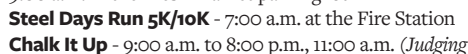
Monday, July 6

Golf Tournament - 8:00 a.m. at Fox Hollow Golf Club
Welcome Back Patriotic Concert ft. the Wasatch Show Band, Wasatch Winds Brass Choir, and the AFHS Marching Band - 7:00 p.m. at Quail Cove Amphitheater

Free Yoga - 8:30 p.m. to 9:15 p.m. at Pony Baseball Field
(across the parking lot from the Fitness Center)

Kickball Tournament - 6:00 p.m. at Art Dye Park

***CANCELLED* Youth Dance** - 8:00 p.m. to 10:30 p.m.
at Art Dye Park



Fireworks - 10:00 p.m. at Art Dye Park

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